

**Silver Spring
Transportation Management District
Advisory Committee
September 8, 2011**

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1&3- Introductions, Chair Comments: Members introduced themselves. The minutes had minor edits. **Mr. Wexler** thanked members for coming in spite of the bad weather. He also stressed that the members not in attendance make a greater effort to attend meetings.

4. Presentation: Car Sharing – Hertz On Demand: National Sales Manager, Arnaud Simeray from Hertz On Demand gave a presentation on their new Car Sharing division of the company which will be opening up markets in the Maryland DC and Virginia areas. Mr. Simeray explained that Car Sharing is a technology enabled, hourly car rental that is self-service. Some of the features of Hertz On Demand are:

- Self service provides 24 hour access from anywhere
- Gas is included-gas card located in vehicle
- GPS enabled system
- Parking included along with maintenance and insurance
- Sustainable green vehicles are used such as hybrids and electrical cars

The average cost of owning a car **Mr. Simeray** said is \$800-\$900 a month however HOD cost averages 400-450 a month.

Participants can register online at hertzondemand.com and receive an access card (which will be converting to a key fob in the future). There is not a membership fee and users can book cars online or via phone to find the nearest car. The keys are kept in the car attached to the dashboard with a string. When finished with the reservation drive back to the location to return the vehicle.

In the event the card is lost a member services representative can. Cards that are stolen with an unauthorized person operating the vehicle, it can be located in extreme cases and shut down remotely by the vehicle manufacturer.

Toll fees are billed to the card on the account however the toll device is supplied by HOD.

Mr. Simeray explained although Hertz has been in business a while the hourly rental concept started in the 90's in the San Francisco Bay and New York areas. In 2008 the company changed its name from Connect By Hertz to Hertz On Demand to reflect the company expansion into 6 countries-US, Canada, France, UK, Germany and Spain and its global membership.

In response to **Mr. Wexler** question regarding HOD availability in the metro area, **Mr. Simeray** said they are working with CSS and have finalized bidding for on street parking spaces in the area. Through the bidding process they are introducing their services to the DC metropolitan area.

Mr. Simeray said the name change from Connect By Hertz to Hertz On Demand was the result of a large transportation study conducted with McKenzie that found Car Sharing did not resonate with Americans for several reasons:

- People don't like to share
- Someone could be late returning the vehicle
- dirty vehicle
- low fuel

Mr. Simeray said the company wants to convey to the customer that HOD is a more sustainable alternative by promoting its service as an hourly rental car service than Car Sharing to help eliminate anxiety.

The company is challenging Car Sharing limitations by being flexible to respond to consumer demands of needing a car now. Ways of providing flexible choices are:

- Offering one way travel instead of having to return car to original point
- Providing electric cars in addition to gas vehicles
- Free membership
- Kiosk are provided for instant membership and access card or fob

Mr. Simeray said studies are conducted before offering one way service. Currently one way service is being offered for traveling to the airport. Kiosks are located at airports and some Hertz locations however they can be placed anywhere. They are similar to SmarTrip kiosk at Metro stations that allow anyone to obtain a card anywhere.

Ms. Brecher asked if the kiosk will also be available for regular car rental in addition to hourly rentals. **Mr. Simeray** said there are separate kiosks designed for car rental that only have a touch screen and phone. The HOD kiosks have a webcam which allows for interaction.

The guarantee availability of cars is the result of test studies which analyzed user's patterns. Cars are moved from areas of low demand to areas of greater demand.

Sgt. Harmon commented that he foresaw issues with parking spaces being available. **Ms. Brecher** said the County has been working on an agreement with HOD to provide spaces. The agreement is almost finalized however there is still more work to be done. **Mr. Simeray** said parking garages provide floating parking spaces offering more flexibility.

Ms. Brecher added that a major road block to providing carsharing services was due to PLDs bond ratings being based on having all parking spaces available. Showing the public benefit and working with attorneys in the PLD some issues have been overcome however there is more work to be done.

Private parking and businesses are also being explored for HOD spaces.

Ms. Brecher commented that the technology exist today which enables HOD operation to be effective in providing data to target areas which their service is offered.

In reference to **Sgt. Harmon** question about HOD service being available when the SSTC opens, **Mr. Simeray** explained that they are working with WMTA, hotels, residencies and, gas stations for spaces however there are no agreements yet. **Ms. Brecher** said that Zip Car which were at the

SSTC site before construction will be returned to the upper level Kiss & Ride however she's not sure how HOD and Zip Car will share the site when construction is finished.

Mr. Eapen commented that developers are reluctant to have Carsharing spaces in their garages and from a user stand point using a vehicle that is outside exposed to the elements would not be appealing.

Mr. Simeray said that his company is favorable to garages because although on street parking provides better exposure they also are an insurance liability due to weather. Some parking agreements allow free parking for Carsharing spaces also, valet service with proof of reservation.

Ms. Gilbert commented that some developers may be reluctant to provide Carsharing parking due to the high cost which is an addition 30,000 per space although cost could be incorporated over time.

Mr. Eapen said another reason for developer reluctance is because they don't think they need to provide additional parking if sites are built near metro however parking requirements is helping to erode this belief. **Ms. Brecher** added that changing developer minds is a gradual process with the introduction of various transit oriented development, parking requirement changes, Bikesharing, and Telework. In TMDs there is a good legal and marketing basis that requires developers to provide carsharing parking and if carsharing is not utilized then they can work with the County and Park and Planning for alternatives. Compared to what developers are spending for parking structures 30,000 is a low cost which is why transit oriented options such as Carsharing is introduced to the developer on the front end to enforce developer compliance. Introducing Carsharing programs to developers on the back end after they have built a completed parking structure is a greater challenge which should be prevented.

Mr. Simeray commented that he is seeing some developers marketing bike racks in addition to Carsharing for added value of their developments. **Ms. Brecher** added that biking accommodations are also part of developer agreements.

Ms. Kasbekar commented that the discussion has been about challenges with private developers and Carsharing however affordable housing developers have residents that do not use cars that often so they would welcome Carsharing.

Ms. Brecher suggested that **Ms. Kasbekar** provide input for the parking study because she has a valuable perspective.

Continuing with his presentation, **Mr. Simeray** announced that in December 2010 electric vehicles (EV) were introduced to the fleet. Union Station currently has some EVs. HOD has partnerships with the top 3 EV charging stations in the US to meet the increasing expansion.

6-Updates: Due to another engagement **Ms. Brecher** made announcements in the middle of the meeting instead of toward the end. She announced the Walk & Ride campaign starting in October. The campaign is to promote the health benefits of taking transit. **Mr. Carlson** will send flyers to area businesses and committee.

The County is doing a Bikesharing pilot in the Rockville and Shady Grove areas.

She said CSS has submitted an application for the JARC Bike share and TIGER III grants. The County was unsuccessful in obtaining the TIGER I and II grants although funding was received for bus operations. The TIGER III project will connect via an underpass the Forest Glen Metro station to east side of Georgia Avenue providing safe access for pedestrians and bikers to Holy Cross Hospital. Also, submitted is a grant for 10 Bikesharing stations for the area although locations have yet to be decided.

The County met with State officials and the Governor's Office regarding a grant program to expand Bikesharing in Montgomery County. The program may start in the fall however; details are still being worked out.

Ms. Brecher welcomed the Committee to express any ideas or funding sources that could expand County Bikesharing. Each Bike station cost \$50,000 to construct and about \$25,000 a year to maintain. Although there is will be revenue from Bikesharing, the County is not likely to break even for several years. Capital is needed up front.

Car Free Day is September 22, 2011. The event is to thank commuters for using transit instead of single occupant driving to work. The event which will have giveaways will be at the following stations:

- Silver Spring
- Friendship Heights
- Bethesda
- Twinbrook
- Burtonsville Park & Ride-Food served

Ms. Brecher also announced from an article in the Washington Post that the Park Service has allowed Bike Stations on the National Mall.

Mr. Simeray continued his presentation stating HOD has secured on street spaces. Starting in October there will be an implementation phase to expand services in the DC area and they are also working with CSS to replicate the implementation process in MC. He said they are looking for partners and businesses can offer HOD free membership service to employees.

In response to **Mr. Eapen** question regarding business having a share in profits **Mr. Simeray** said that due to the cost of maintaining vehicles and charging stations they do not share profits however businesses will have an added benefit of offering HOD services to employees. Agreements with businesses vary depending on building size and consumer demand.

Mr. Eapen asked if the services will have an urban or suburban focus. **Mr. Simeray** said services will be directed to remote areas outside the city for example most corporate campuses are usually outside urban areas.

Rates are compatible with Zip Car which is \$8-\$9 on weekdays and \$10-\$13 on weekends, more for EV and Smart Cars only \$5 per hour. Mr. Simeray explained that because Hertz purchases cars in

larger quantities than Zip Car they provide greater selection. He concluded by asking the Committee to register at www.hertzon-demand.com. Membership is free, only fee is when a reservation is made. Press releases will be forth coming in the next 30-90 days.

6- Updates: **Sgt. Harmon** continued updates to the Committee reporting the SSTC completion date has been pushed back to March 2012 with a May 2012 turn over date. **Sgt. Harmon** explained that after construction agreements and safety issues need to be completed before the facility opens.

Pedestrian safety improvements on Georgia Avenue are currently being done. Power has been restored to some traffic lights at some intersections however there is more to be done for example the corner of Georgia and Wayne Avenues. Also, there is new construction on the median and bulb outs on the curb extensions.

Sgt. Harmon reported that enforcement resulted in 2,010 traffic stops for August. The year total for citations is 19,721, 853 of which were at Georgia and Colesville intersection.

Also at the Georgia and Colesville intersection the left turning traffic light has been improved commuters are being trained to the new light pattern.

Sgt. Harmon said that the force is now targeting pedestrians in addition to drivers for traffic safety enforcement. He said it will be a challenge issuing citations to pedestrians and there will be a meeting with police officials to discuss how to implement enforcement.

Sgt. Harmon agreed with **Ms. Gilbert** suggestion that enforcement be implemented as an educational tool rather than punitive to promote safe pedestrian behavior. He also suggested **Jeff Dunckel** from MCDOT and **Captain Didone** should be invited to the Committee for updates.

Sgt. Harmon announced some upcoming events:

- Silver Spring Jazz Festival -September 10, 2011, 3-9pm
- Filmore Grand Opening – September 15, 2011

Police will be in force for security during the Filmore opening however there are concerns regarding crowd control.

Sgt. Harmon also discussed garage issues with overcrowding now that the new venues have opened in the CBD area. After surveying security operations in the garages he noticed that the officers on bikes did not survey the garages after they were full. This led to frustrated drivers looking for parking when the garage was full. After a conversation with head of security Jim Triechel, they have worked out a plan to have signage in place to alert drivers of parking capacity- if full or what percent is available.

There was also a discussion about the new speed cameras in the CBD. **Sgt. Harmon** explained that the cameras are portable and are removed at night and in inclement weather. **Mr. Eapen** referred to an article in the Gazette about a Damascus resident who beat a speeding camera charge by citing a law which states that a sign alerting drivers of speed cameras must be within 6 feet of the device.

Mr. Latty raised concerns about the left turning signal at the intersection of Georgia Avenue and Colesville Road, he said it is confusing for drivers not familiar with the traffic pattern and has the potential for accidents. **Sgt. Harmon** said that there must be a reason for the behavior and proposes installing signage showing a double left with a through lane to ease confusion because traffic police are so short staffed that they cannot enforce the traffic rules at the intersection.

Mr. Wexler in closing remarks urged members to make more of an effort to attend meetings and to call if they are going to be late or cannot attend.

8- Adjourn: Next meeting October 13, 2011

**Silver Spring Transportation Management District Advisory Committee Attendance Sheet
Sept 8, 2011**

Voting Members (12)			
Name	Affiliation	Present	Absent
Chamber Members (3)			
Arnetta Haines	Social and Scientific Systems		X
Michael Meszaros	Digital Industry, Inc.	X	
Samantha Mazo / Co-chair	Linowes and Blocher LLP		X
Citizens Advisory Board Members (3)			
Edward Furgol	Kemp Mill, Four Corners, East SS		X
Vacant	North & West Sector Plan Area		
Andrew Wexler / Co-chair	CBD Resident	X	
Employers less than 50 employees (3)			
Rukiyat Gilbert	Southern Management Co.	X	
Everton Latty	iDeal Decisions, Inc.	X	
Shannon Crawford	Solid Waste Assoc. of N. America	X	
Employers with 50 or more employees (3)			
G. Michael Price	Discovery Communications	X	
Vacant			
Vacant			
Non-Voting Members (3)			
Sandra Brecher, DOT Transit Services	DOT Director or Designee	X	
Cherian Eapen, M-NCPPC	M-NCPPC	X	
Reemberto Rodriguez	Silver Spring Regional Center		X
Sergeant Thomas Harmon	Montgomery County Police	X	
Staff			
Nakengi Byrd	DOT, Commuter Services	X	
Jim Carlson	DOT, Commuter Services	X	
Guests			
Arnaud Simeray	Hertz On Demand	X	
Praj Kasbekar	SS Citizens Advisory Board	X	